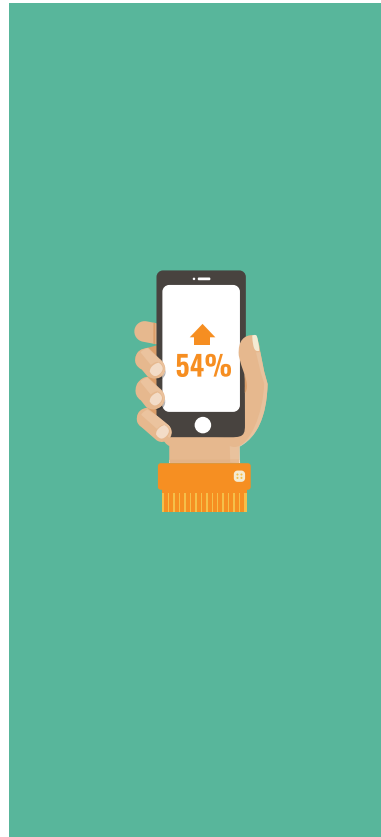
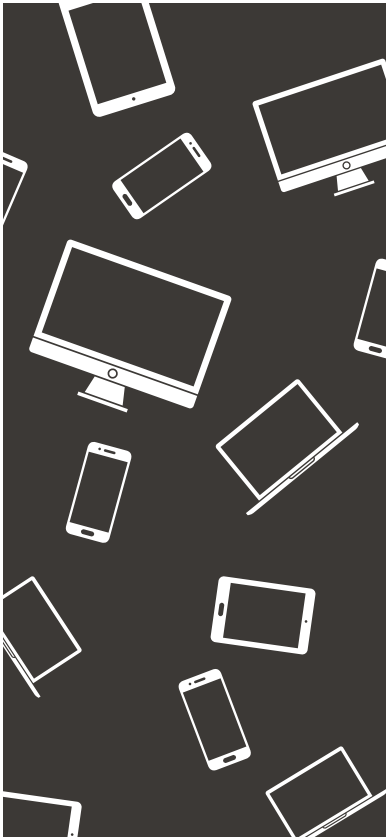


CASE STUDY: PHILIPPINE AIRLINES

Extend Commerce Platform to Corporate Customers



CHALLENGE

The challenge was to extend the offer and order management capabilities of the Philippine Airlines commerce platform to accommodate the needs of their corporate channel.

SOLUTION

Datalex designed a Corporate Travel Application which allows corporate members to shop and book directly with the airline. The application provides a greatly enhanced experience for both the corporate customer and administrator.

BENEFITS

Philippine Airlines have successfully converted hundreds of corporate accounts, whilst eliminating corporate agency commissions. They have also ensured that the corporate customer can now book and pay for everything from ancillary product offers to air tickets.

CHALLENGE

Philippine Airlines are a flexible, forward-thinking airline. Already achieving record growth in online sales using the Datalex Digital Commerce Platform, they wanted to extend the same shopping and merchandising capabilities to cater for their corporate clients.

SOLUTION

Philippine Airlines leveraged the offer management and order management capabilities of the Datalex Digital Commerce Platform to design a new corporate travel application.

With the Corporate Application, corporate accounts can book, pay and ticket their reservations in one go. This eliminates the need and cost of a third-party solution and diverts calls from PAL's ticketing offices.

Extensive administration features support the personalization and optimization of all corporate air and ancillary offers. For select corporate accounts, they also allow new forms of payment such as credit management functionality.

BENEFITS

A seamless omni-channel digital offering has seen Philippine Airlines experience a steady 15% YOY increase in transactions since 2009.

In 2015, they achieved a record high 54% increase in online sales due to the Datalex promotions component.

Datalex's Digital Commerce Platform is now the platform of choice for all Philippine Airlines' online channels, unifying pricing, offer management and order management across every digital sales channel.

It's no surprise this successful partnership has recently been further extended into 2020.